



2026 App Ops Housekeeping Checklist



Weekly

- **Crashes:** Review crash reports; deploy hotfixes for top crashes.
- **Core Flows:** Test login, sign-up, and payments on real devices.
- **User Issues:** Review support tickets; tag repeated issues.
- **Backend Health:** Check error logs, push notification delivery, slow API endpoints.
- **Security:** Scan for unusual auth patterns, failed login spikes, abuse reports.
- **Key Metrics:** Track DAU/WAU, crash-free sessions, ANR rate, p99 latency.



Monthly

- **Stability Release:** Ship at least one stability release (backend optimization counts).
- **SDK Updates:** Update critical third-party SDKs (security, login, payments).
- **AI & Prompt Hygiene (New):** Audit AI token usage/API costs, check for prompt regressions, and monitor for "semantic drift" where AI accuracy degrades over time.
- **App Store Health & ASO (Updated):** Monitor rating trends and specifically check the new iOS 18.4 AI-generated review summaries to ensure aggregated sentiment is positive. Map complaints directly to fixes.
- **OS Risk Review:** Review iOS/Android OS update risks; beta test upcoming versions.
- **Onboarding UX:** Check funnel drop-offs; implement minor UX fixes.
- **Store Listing:** Refresh metadata, screenshots, keywords for relevance.
- **Backup/DR:** Verify backups; test restore of critical user data.
- **Cost Review:** Audit infra spend, CDN costs, 3rd-party API usage.



Quarterly

- **QA Matrix:** Refresh test matrix for new devices/OS versions.
- **Compliance Audit:** Audit permissions, privacy disclosures, consent flows.
- **SDK Cleanup:** Upgrade dependencies; remove unused SDKs.
- **Performance Pass:** Optimize slow screens; check app size bloat.
- **Tech Debt:** Allocate "Debt Sprints" to refactor aging architecture.
- **Accessibility:** Audit screen reader, contrast, font scaling, tap targets.
- **Localization:** Test top locales for layout, translation, currency/date bugs.
- **Incident Review:** Postmortem Sev-1/Sev-2 incidents; update runbooks.
- **Data Quality:** Audit analytics instrumentation for accuracy.



Yearly

- **Compliance & Store Policy (Updated):** Full audit of Apple/Google guidelines, strictly verifying AI transparency disclosures, age-gating for child safety (e.g., matchmaking/dating features), financial declarations, and regional privacy rules.
- **Penetration Test:** External pen test + dependency vulnerability scan.
- **Business Continuity:** Update incident response plan, on-call rotation, escalation contacts.
- **Feature Flags Cleanup:** Remove stale flags to reduce complexity.
- **Team Skills Audit:** Training on SDKs, security, accessibility, localization.

Strategic Tip for 2026: Target an **80% Proactive / 20% Reactive** budget allocation. Use this matrix to dedicate sprint capacity to preventive measures (like AI prompt hygiene and security) and perfective maintenance (UX optimization), keeping emergency firefighting to a minimum.